
The Luxury Lifestyle Magazine for



THE ESTATES AT ACQUALINA™
The World's Finest Residences®



ACQUALINA
RESORT & SPA ON THE BEACH



THE MANSIONS AT ACQUALINA
The World's Finest Residences



2018 MEDIA KIT

The semi-annual magazine showcases the lifestyle of Acqualina Resort & Spa on the Beach, The Mansions at Acqualina and The Estates at Acqualina, to open in 2020. Published in June and December, the magazine highlights art, lifestyle and leisure, with a focus on families and beach living.



AT A GLANCE

- 98**
Total Rooms
- 188**
Total Residences
- 85%**
Average Occupancy
- 4**
Average Number of Nights Stay
- \$615**
Average Hotel Room Rate
- \$3.9 TO \$29 MILLION**
Price Range for The Estates at Acqualina
- 30 to 55**
Average Audience Age Range

TOP MARKETS OF ORIGIN
Florida; North Eastern U.S.; Canada, United Kingdom; Brazil, Mexico, Argentina, Chile.

DISTRIBUTION

Print

- Distributed in all rooms and suites at Acqualina Resort & Spa.
- Available in the hotel restaurant, spa, fitness area, hair salon, concierge desk, pool and beach areas
- Available in the Mansions spa, fitness, concierge and breakfast areas
- Available in the Estates sales gallery, and distributed to brokers and potential buyers
- Distributed to all residents of The Mansions of Acqualina and The Estates of Acqualina
- Distributed in the *Miami Herald* to select, affluent subscribers in Sunny Isles, Golden Beach, Aventura, Bal Harbour, Fisher Island and Miami Beach

Digital

- Link to *Acqualina Magazine* on Acqualina's website and The Estates at Acqualina's website
- Digital version is sent with all hotel confirmations
- Distribution of *Acqualina Magazine* digital version to 150,000 affluent residents in Sunny Isles, Aventura, Golden Beach and Miami Beach via geo-fencing
- *Acqualina Magazine* is sent digitally to potential buyers, brokers and real estate agents in North and South America, Mexico and Europe by the Acqualina Residences sales office

- Social media support on HCP Media's social networking media sites

ABOUT THE RESORT

With a leisure-focused lifestyle and grand design, Acqualina Resort & Spa on the Beach is South Florida's only Five Star, Five Diamond hotel of its kind. This luxury seaside haven, located on 4.5 beachfront acres in pristine Sunny Isles Beach, is the recipient of the coveted *Forbes Travel Guide* Five Star Award and the AAA Five Diamond Award.

ABOUT THE MANSIONS

The Mansions at Acqualina offers lavishly appointed residences in an iconic building. The unparalleled amenities and world-class services include an elegantly designed pool deck, a state-of-the-art fitness center and an indulgent Hammam Spa.

ABOUT THE ESTATES

Opening in 2020, The Estates at Acqualina will offer Miami's most exquisite beachfront living experience. From unrivaled indoor and outdoor amenities and estate-sized residences with sweeping Atlantic Ocean views to five-star hotel-style services, residents will enjoy a lifestyle beyond compare.

Specifications & Rates

RATES	50K Monthly Impressions	100K Monthly Impressions
Full Page	\$5,500	\$7,600
Two Page Spread	\$7,900	\$10,000
Inside Front Cover Spread	\$9,500	\$11,600
Inside Back Cover	\$6,000	\$8,100
Back Cover	\$7,800	\$9,900

**All rates outlined above include a 6-month digital Audience Extension package, targeting your potential customers with desk and mobile display advertising*

AD SPECS

Full Page (Trim): 8 $\frac{7}{8}$ x 10 $\frac{7}{8}$

Full Page (Bleed): 9 $\frac{1}{8}$ x 11 $\frac{1}{8}$

Double Page Spread (Trim): 17 $\frac{3}{4}$ x 10 $\frac{7}{8}$

Double Page Spread (Bleed): 18 x 11 $\frac{1}{8}$

JUNE ISSUE CLOSING DATES

Sales Closing: April 27, 2018

Material Due: May 4, 2018

Publication Date: June 2018

DECEMBER ISSUE CLOSING DATES

Sales Closing: October 12, 2018

Materials Due: October 19, 2018

Publication Date: December 2018

PRODUCTION DEPARTMENT

Elizabeth Rindone, Production Director

E-mail: erindone@hcpmedia.com

AD MATERIAL REQUIREMENTS*

1. Electronic files are to be sent in Macintosh format only. Accepted programs include Adobe Photoshop and Adobe InDesign. Include all PostScript and screen fonts. Include all images as JPEG or TIFF in high resolution (at least 300 DPI at 100 percent) as CMYK. If files are not provided as CMYK, then we will be forced to convert the color and we cannot guarantee an exact match of color on press. PDF/X-1a files are preferred.
2. A color proof must accompany each ad for all formats, otherwise HCP/Aboard Publishing will not accept liability for files that do not print correctly.*
3. Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim.
4. Double-page spreads: Perfect alignment of type or design across the gutter of two facing pages is not guaranteed.
5. Live matter in the facing-page subject cannot be closer than 3/8" to the gutter.

**If a high-quality color proof/Matchprint such as Kodak Approvals or Epson (or similar analog proofs with a color control bar) are not provided, then we cannot guarantee color. Please note that all proofs must be made according to SWOP standard. Proofs that do not meet these criteria cannot be used for color matching.*



Audience Extension Packages Desk & Mobile Display Advertising

Looking to reach your audience in a cost-effective way? Let HCP Media's Audience Extension Packages help you reach your potential customer. Our unique technology concentrates on capturing the right audience by analyzing millions of online and offline data points. We target, deliver, measure and optimize your display campaign in order to find the right potential audience.



SEARCH RETARGETING

Using search retargeting, advertisers are able to target prospects with display ads based on the searches they perform across the web.



CONTENT TARGETING

Content targeting looks at the category or keywords of the current page a consumer is viewing and then serves them relevant ads based on that content. As a result, viewers only see ads they're interested in.



SITE RETARGETING

Site retargeting allows you to capture data about users and target them even after they leave your site and continue to browse the web.



BEHAVIORAL TARGETING

Behavioral targeting is a technique used by online publishers and advertisers to increase the effectiveness of their campaigns through information collected on an individual's web browsing behavior. Examples include the sites they have visited and searches they have made in order to select which advertisements to display to that individual.



GEO-FENCING & GEO-TARGETING

Geo-fencing is the most accurate way to target mobile users wherever they go. Geo-fencing targets customers who have been to or near your location with special offers or incentives. Geo-targeting in geomarketing and internet marketing is the method of determining the geolocation of a website visitor and delivering different content to that visitor based on his or her location, such as country, region/state, city, organization, IP address, ISP or other criteria.



DEMOGRAPHIC AUDIENCE

Demographic audience targets your potential clients based on third-party data. Audience segments can be customized to match your target demographic profile.



SOCIAL MEDIA RETARGETING

With social media retargeting, you can grow your business via social media audiences with retargeted ads.





Advertising Inquiries

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WHAT'S YOUR STORY?